

**OVERALL CAMPAIGN BACKGROUND**

- To generate interest in fall travel, ads drove targeted audiences to a fall-specific homepage located at visitindiana.com/fall.
- Ads drove users here: <https://visitindiana.com/fall/excursions/39706-fall-festival-fun-with-a-hancock-county-harvest>.
- The goal of the campaign is to increase traffic to the website. For advertiser listings' the goal is to increase their pageviews. For videos, the goal is to get consumers to watch the video. We will measure the pageview engagement by reporting on Time on Site (TOS).
- Tactics include Google paid search, Bing paid search, Google display, Facebook display and video.
- The campaign ran for 9 weeks in total starting 9/5 and ending on 11/2.
- Ads ran in Indiana and in the close surrounding cities including: Chicago, IL; St. Louis, MO and Louisville, KY.

**KEY INSIGHTS**

**Katie Stam Campaign had a CTR of .53% and the video was viewed at 100% completion 16,771 times.**  
**The top pick ad had the highest CTR of .25% and the added value ad had a CTR of 2.88%.**

**TACTIC PERFORMANCE**

2018	Impressions	Clicks	CTR
Katie Stam Campaign	1,092,268	5,843	0.53%
<b>Total</b>	<b>1,092,268</b>	<b>5,843</b>	<b>0.53%</b>

**KATIE STAM VIDEO PERFORMANCE**

2018	50% Completion	100% Completion
Katie Stam Campaign Video	19,082	16,771
<b>Total</b>	<b>19,082</b>	<b>16,771</b>

**TRAFFIC TO LISTING PAGE**

2018	Pageviews	Avg Time on Page
Hancock County Listing Page	3,681	2:33

**TOP PICK AD PERFORMANCE**

Homepage Views +  
Category Landing  
Page Views

2018	Impressions	Clicks	CTR
Top for Thrills and Chills at Riley Showcase	41,639	104	0.25%

**ADDED VALUE AD**

Category Landing Page Views

2018	Impressions	Clicks	CTR
Featured Attraction on Fall Excursions Page	7,697	222	2.88%

**FACEBOOK AD CREATIVE**

